

ABSTRACT OF THE DISCLOSURE

5 A disposable substantially damp cleansing article is disclosed
having a cleansing composition impregnated onto a flexible substrate
such as a non-woven cloth. The impregnated compositions include
lathering surfactants and water, and a water-binding agent resulting in a
composition having a water activity less than 0.977 but no lower than
0.001. Amounts of water range from greater than 15% to no higher
than about 40% by weight of the total article. Speed of lather formation
10 and foam volume increases within the window of the stated water activity
and water range.